

# PROCEEDINGS

## ISEPA 2016

**INTERNATIONAL SEMINAR  
ON ECONOMIC AND PUBLIC ADMINISTRATION**

Pendekatan Tyc

Penerapan Pendekatan tyc Pada Pengembangan STIA Blora

Program Pascasarjana STIA Blora Taruna Gorontalo

E-Mail : p3m.pps.stiabintanar@gmail.com

Website : <http://pps-stiabt.ac.id>



**Call for Papers:**

**International Seminar on Economics and Public Administration -- ISEPA 2016**

**Main Issue: The Development Tourism Sector Based on Knowledge Management**

**Gorontalo December 6<sup>th</sup>, 2016**

**ISSN: 2460-8343, Vol. 1, December 2016**



**Second Published 2016**

**All right reserved**

**Program Committee : Dr. Ir. H. Azis Rachman, MM**

**Editorial Chair : Sugarseno, SE, MM**

**Publicity Chair : Fransiska Elusain, S.Kom, MM**

**Cover Design : Suleiman Miu**

**Logo Design : Muhammad Al Idris, S.Kom**

**Published by:**

**Pusat Penelitian dan Pengabdian pada Masyarakat (PPM)**

**Program Pascasarjana STIA Bina Taruna Gorontalo -- Indonesia**

**Address : Jl. Prof. Dr. Aloci Saboe No. 173, Wongkadiiti – Gorontalo**

**Telephone : +62(435)831062, Facsimile: +62(435)831299**

**E-Mail : ppm.pps.stiahtmatika@gmail.com**

**Website : <http://ppm-stiaht.ac.id>**

## **PROGRAM COMMITTEE**

Dr. Ir. H. Azis Rachman, MM  
Dr. Iij. Titin Dunggim, SE, M.Si, M.Kes  
William Indra S. Mondutu, SE, MSA, Ak, CA  
Ikram Muhammadi, S.Pd, M.Si  
Latam Masbudi, S.Pd, M.Pd  
Aryati Namzah, S.S, M.Hum

## **EDITORIAL BOARD**

**Editorial Chair**  
Sudarsuno, SE, MM

**Publicity Chair**  
Frausiska Husain, S.Kom, MM

**Reviewers**  
Prof. Dr. H. Usman Kaharu, M.Si  
Prof. Dr. Mir Akun, MS  
Prof. Dr. Rakhsat, MS  
Prof. Dr. Odi Pinerituan, MS  
Dr. Hj. Lizza Van Gobel, MPA  
Dr. H. Zubri Abdussamad, M.Si  
Dr. Bala Bakri, SE, S.IP, MM  
Dr. Arifia Tahir, M.Si

**Editor Staff**  
Ais Linia, SE, M.Si  
Rizal, SE, M.Si  
Syamsinah, SE, M.Si  
Syazril T.A., Mohn, S.Kem, M.Si

**Publicity Staff**  
Drs. Samin Latief, M.Si  
Djamila Pedunggo, S.Si, M.Si  
Evi Yuanita, S.Pd, M.Si

## **EDITORIAL ADDRESS**

**PROGRAM PASCASARJANA STIA BINA TARUNA GORONTALO**  
JL Prof. Dr. Alcei Saboe No. 173 Wargakadiri, Kota Utara – Gorontalo  
Telephone: +62(435)834062, Facsimile: +62(435)831299  
E-Mail: p3m.pps.stiabintaruna@gmail.com  
Website: pps-stiابت.ac.id

## TABLE OF CONTENT

EDITORIAL BOARD .....	v
TABLE OF CONTENT .....	vii
1. Management The Tourist Object of Pantai Indah Bolihutuo By Boalemo Government Bureaucracy Boalemo Regency Karam Muhammed .....	1
2. An Analysis of The Development of Tourist Attractions Impact of Namarie Island Toward The Income of The Sea Transportation Provider in Peneke Kepulauan of Gorontalo Utara Regency-Indonesia. Meimuna Ibrahim.....	10
3. Perception Study on The Development of An Industrial Area in Gorontalo Utara Regency of Gorontalo Province Faebrudin Zain Otilingo.....	18
4. Implementation of Science and Technology for Export Product of Embroidery Karawa in Gorontalo Regency Ramlan Amir Isa..... <i>Irawaty Igirisa</i>	23
5. Implementation Policy of Gerakan Nasional Coklat Improvement The Production and Quality of Cocoa in Taluditi District of Pohuwato Regency Irawaty Igirisa.....	28
6. Authoritarian Leadership Reform in Making The Vision and Mission of Higher Education Lisdawati Muda.....	37
7. Analysis of Related Factors to Recruitment System, Training, Development and Placement of Health Workers in Rsud Prof. Dr. H. Aboe Saboe Gorontalo City Titin Dunggio.....	57
8. Management Effectiveness in Improving Services Administration Executive Agency of Agricultural Extension on Fisheries and Forestry (BP4K) of Pohuwato Regency Azis Rachman.....	71
9. Perception Official Government Bureaucracy in Implementing the Center for Entrepreneurship Region Sulawesi River II Ministry of Public Works and Housing People William Indra S. Moudutu.....	76
10. Effect of Work Commitment and Quality Culture to Work Quality of Teacher of Senior High School at Gorontalo City Imam Mashudi.....	86
11. Influence of Human Capital and Spiritual Capital on Employee Performance at The Office of Kota Tengah District of Gorontalo City Sedayono.....	96
12. Relations The Service Quality Administration with Satisfaction Student of School of Business Management (STMB) Gorontalo Syamsirah.....	108
13. Apparatus Resource Development Center in Office Consolidation of the Forest (BPKH) XV Region Province Gorontalo Ain Tintia.....	115

## **IMPLEMENTATION OF SCIENCE AND TECHNOLOGY FOR EXPORT PRODUCT OF EMBROIDERY KARAWO IN GORONTALO REGENCY**

<sup>1,2</sup>Ramdan Amir Isa., <sup>2</sup>Irawaty Igurisa  
<sup>1,2</sup>Gorontalo State University  
E-Mail: ramdanisa@gmail.com

### **Abstract**

Devotion IbPE activity aims to increase production output at Sentra Karawo Embroidery Craft Industry Karawo in Gorontalo Regency, so as to encourage an increase in exports of handicrafts embroidery Karawo of Gorontalo Province. Specific targets to be achieved in the third year (2016) are: a) Increase production and provide a variety of embroidery designs in a showroom Karawo Embroidery Karawo, b) Increase sales volume Embroidery Karawo through sales promotion and online marketing, c) Develop marketing distribution channels Embroidery Karawo in other regions and abroad, d) Open access and increase exports Embroidery Karawo, so Karawo can be marketed on a large scale outside the region and abroad. In this activity has been carried out assistance to the SME partners in improving the quality and quantity of embroidery Karawo produced by craftsmen, so Embroidery Karawo more quality and collector Karawo in Show Room Embroidery Karawo more complete. It has opened the Show Room Karawo "Irsa Collection" as a result of accommodating container Karawo embroideries produced by craftsmen. Besides that, there will be sales promotion and online sales (online marketing). Sales activities will be supported by the development of distribution channels marketing and export Embroidery Karawo. It is expected that the entire results of the SME partners Karawo embroidery can be sold to major cities and will enter the international markets (exports), thus increasing public revenues craftsmen.

**Keywords:** Increased sales volume and export embroidery Karawo

### **INTRODUCTION**

#### **Situation Analysis**

The dynamics of the world trade is now increasingly demanding businesses, especially Small and Medium Enterprises (SMEs) in order to improve the quality and quantity of production, so as to maintain the existence of business management. In general, the development of SMEs is not free from the constraints and problems faced, as also faced by the craftsmen who are members of the Center for Industrial Karawo in Gorontalo

Regency Gorontalo Province. Krawang (Karawo in Gorontalo local language) is a form of handicraft and cottage industry that has long been developing in people's lives Gorontalo. After the dedication activities IbPE Karawo Embroidery is done for two years, then the craftsmen labored be assembled in a cooperative and embroidery results Karawo collected in showrooms is monitored directly by the team. Therefore, IbPE service activities in the third year will be directed to increase the production yield embroidered Karawo quality with various

designs and models. Embroidery Karawo will be sold through online sales either in the form of basic materials and apparel ready for use with various models and mix of embroidery Karawo with Kain Batik and Songket. Both SME partners, especially the craftsmen who have been tutored for two years will be provided with raw materials and embroidery threads in accordance with the design/drawing Embroidery Karawo. Further results will be marketed through the embroidery Karawo showroom Embroidery Karawo IbPE to major cities and international market (export).

**The pattern of working relationships between groups of SMEs in partnership**

SME Partners is Industry Karawo "Rahmati Sentra" and "Sentra Karawo" Industry Business Resources. Both of these SMEs have the same kind of activity and a number of artisans who are expected to produce embroidery Karawo according to customer demand and supply of raw materials available to the partner. The pattern of working relationships between groups of SMEs that partner is a unidirectional cooperative relationship, where both partners do the same production activities. However, the pattern of these relationships is limited to the supply of raw materials. While the marketing aspects of needlepoint Karawo still need to be improved. Therefore, do mentoring to SME partners in the oversight of the quality of the embroideries and will provide guidance to online marketing Karawo embroidery. With techniques such as embroidery Karawo expected results will be a list of quality, so marketing to major cities and even abroad will be many more. The craftsmen at partner SMEs really need their guidance and assistance, so that it can develop into "Sentra Karawo" Industrial

Embroidery the largest in the area Gorontalo and can produce quality embroidery Karawo so it can export Karawo embroidered in large numbers. This effort will be conducted by the team together with the regional government, and is expected to support the development of one of the flagship products of Gorontalo Province in particular Karawo Embroidery Craft Industries to serve the demand from outside the region and abroad.

**Technical and administrative problems:**

- Raw material

Technical problems are the lack of supply of raw materials caused by the limitations of venture capital owned by the partners, the lack of alternative raw material supply for partners that have not been able to guarantee the continuity of the production process.

- The production equipment

Technical problems are still manual production equipment and has not been effectively used so that the production capacity is not maximized. In this case the necessary guidance to artisans so as to have the ability to produce products according to production capacity and quality of the embroideries should be guaranteed anyway.

- Process

Technical problems are the production process has not been performed on "Sentra Karawo" Industrial, so the production process can not be supervised. This resulted in a lack of assurance on the quality of products produced by SME partners.

- Products

Technical problems are the type, quantity, specification and quality of production has not been determined, so it can not do the supervision and quality assurance embroidery Karawo produced.

Products are done only adapted to the supply of raw materials available, re-

greatest of market opportunities and creates model clothes that are in demand by the public.

- Marketing

Technical problems are the lack of good marketing distribution channel, outlet (showroom) is not functioning properly, there is no maximum promotional efforts, especially outside the region and abroad. Need to do online marketing and sales promotion massively through exhibitions or other events. Targets of service activities are:

1. Availability of raw materials required by craftsmen resulting in increased production and more quality.
2. The creation of SMEs that are able to produce garments with design/model of interest (trend) by the public, so it can be marketed in local and international markets.
3. Can it supervise the manufacturing process Karawo embroidered by artisans/SME partners so that more qualified Karawo.
4. The creation of spatial production, storage and outlet (showroom) for the production of embroidery Karawo, so as to ensure the satisfaction of the people that need it from outside the region and from abroad.
5. The creation of distribution channels marketing embroidery Karawo either directly or online marketing, so that the production yield embroidered Karawo can be known by the public through exhibitions or events as promotion and Embroidery Karawo will be sold in local market and internationally, so as to increase sales volume nationwide Karawo out region and abroad (exports).

**METHOD OF EXECUTION**

To resolve the priority issues that have been approved by both partners of SMEs will be performed the following activities:

- Technical problems related to raw materials. Technical problems are the lack of supply of raw materials caused by the limitations of venture capital owned by the partners, the lack of alternative raw material supply for partners that have not been able to guarantee the continuity of the production process.

Therefore, it will be done coaching/mentoring to SMEs in the supply of raw materials to ensure the continuity of the production process.

The team will try to find raw material suppliers needlepoint Karawo from Jakarta, Surabaya and other cities.

- Technical problems associated with the production, there will be assistance to SMEs in order to optimize production capacity and utilization of production equipment owned by craftsmen.

- Technical problems associated with the production process, in this case will do the supervision and assistance to SMEs producers that can produce quality embroidery Karawo. Has not done assistance to craftsmen or "Surya Karawo" Industrial, so the production process cannot be supervised. This resulted in a lack of assurance on the quality of products produced by SME partners.

- Technical problems associated with the product, will be mentoring to SME partners so that the type, quantity, specification and quality of production that has not been determined, it can be carried out supervision and will be no guarantees of quality embroidery Karawo produced. The resulting product is expected to be in accordance with the trend or emerging model and the demand by the public.

- Marketing

Technical problems are the lack of good marketing distribution channel, outlet (showroom) is not functioning properly, and the lack of promotional efforts, especially outside the region. In addition, there are difficulties in finding buyers, it will be done either marketing through exhibitions or other events, from local to international, so that buyers from outside the region and abroad can buy products. In addition, there are difficulties in finding buyers, it will be done either marketing through exhibitions or other events, from local to international, so that buyers from outside the region and abroad can buy products.

**RESULT AND OUTPUTS ACHIEVEMENT**

The achievement carried out by Conektiv Agency is the creation of SMFs, namely KARAWO Embroidery and KARAWO Supply Co., which are aimed at increasing sales revenue and customer acquisition rate.

1. The creation of SMFs, namely KARAWO Embroidery and KARAWO Supply Co., which are aimed at increasing sales revenue and customer acquisition rate.
2. The creation of SMFs, that are able to increase sales revenue and customer acquisition rate by the products, so can be marketed in local and international markets.
3. Can it express the manufacturing process of embroidery products to the KARAWO partners in Karawo more qualifiedly, so that the quality of the KARAWO brand is increasing.
4. The creation of outlet (showroom) for the promotion of KARAWO products, so that can increase the sales volume of the products.
5. The creation of social products, namely KARAWO Embroidery and KARAWO Supply Co., so that can increase the sales or exports embroidery Karawo to several countries, both directly and online marketing.

up-to-date of the embroidery Karawo be qualified and used easily.

4. The creation of outlet (showroom) for the promotion of KARAWO products, so that can increase the sales volume of the products.

5. The creation of social products, namely KARAWO Embroidery and KARAWO Supply Co., so that can increase the sales or exports embroidery Karawo to several countries, both directly and online marketing.

**CHANGING**

Based on the results of service activities IIPK Karawo Embroidery has been done, namely the following changes can be inferred:

1. Improved skills of employees, in particular, better working environment and equipment. Use manual embroidery machine, so that the quality of embroidery Karawo increases.
2. Sales karawo do not depend on embroidery Karawo showroom and outlet (showroom) because embroidery Karawo can be sold out of the showroom and abroad.

**REFERENCE**

Hal. 202, Panduan Penulis dan Pengaruh Pada Masyarakat (Edisi IX). Bandung: PT Remaja Rosdakarya.

Grosudarmo, Indriyono. 2000. Manajemen Pemasaran. Yogyakarta: BPPTK  
Web Kanwil Perindustrian Pendirungan  
di akhir 22 Februari 2013